Ella’s email dated 01 Sept 2009

Sent to Allen, Brent and Rachel

Hey guys,

Really like this idea, it has real potential particularly for use on the day of the event.

I mentioned this idea to Nick and he was estatic about it! The idea of being able to engage people durign the event and spreading ideas, and being those ideas of the people there is something to get really enthusiastica bout. people will hunt you out so they could see their faces on the big screen.

If you don't go this way I would be interested to hear how else you might think to use this, where, how and why would people want to use it? Sorry this may be in your full pitch but running out of time.

The tips could also be themed and go through a set of tips relating to a certain carbon concept.

Thank you, Ella.